

Amendment to the Specification:

Please replace the paragraph beginning at page 3, line 10, with the following rewritten paragraph:

Further details of an ESL system suitable for use in conjunction with the present invention are found in U.S. Patent Application serial No. _____, filed No. 10/044,021, filed January 11, 2002, entitled "Methods and Apparatus for Performing Delta Updates of an Electronic Shelf Label", U.S. Patent Application serial No. _____, filed No. 10/044,610, filed January 11, 2001/2002, entitled "Methods and Apparatus for Intelligent Data Bedcheck of an Electronic Shelf Label", U.S. Patent Application serial No. _____, filed No. 10/044,020, filed January 11, 2001/2002, entitled "Methods and Apparatus for Reduced Electronic Shelf Label Power Consumption", U.S. Patent Application serial No. _____, filed No. 10/044,439, filed January 11, 2001/2002, entitled "Methods and Apparatus for Automatically Locating an Electronic Shelf Label", U.S. Patent Application serial No. _____, filed No. 10/044,440, filed January 11, 2001/2002, entitled "Methods and Apparatus for Conserving Battery Power in an Electronic Shelf Label", U.S. Patent Application serial No. _____, filed No. 10/044,688, filed January 11, 2001/2002, entitled "Methods and Apparatus for Automatic Assignment of a Communication Base Station and Timeslot an Electronic Shelf Label", and U.S. Patent Application serial No. _____, filed No. 10/044,689, filed January 11, 2001/2002, entitled "Methods and Apparatus for Error Detection and Correction in an Electronic Shelf Label System", all of which are assigned to the assignee of the present invention and incorporated by reference herein in their entirety.